

Vision North San Jose

- ***Proposed Update to the North San Jose Area Development Policy***
- ***Corresponding Proposed Amendments to the City of San Jose General Plan***



***Planning Commission
June 7, 2005***

North San Jose Setting



- **Project Area**
 - 4,700 acres
- **Land Uses**
 - Industrial Park (3,000 acres)
 - Other Industrial (250 acres)
 - Residential (500 acres)
 - Commercial (200 acres)
 - Roads, etc. (750 acres)
- **Development**
 - Industrial 42 million sq. ft.
 - Residential 8,000 units
- **Key Features**
 - Highway 101, Interstate 880 & Route 87
 - Guadalupe River & Coyote Creek
 - Light Rail
 - Airport

Current North San Jose Policy



■ ***General Plan***

- *Industrial Park*
- *Heavy Industrial*
- *Residential*
- *Rincon South Specific Plan*

■ ***Current North San Jose Area Development Policy***

- *Industrial Development Floor Area Ratio (FAR) Cap of 0.35*
- *0.40 FAR Allowed on Properties within 2,000 Feet of Light Rail*
- *Ability to Transfer Density*

■ ***Current Development Capacity***

- *6.7 Million Square Feet of Industrial (Restricted to Particular Properties)*
- *7,300 Residential Units*
- *100,000 Square Feet of Commercial*

Vision North San Jose Goals

■ ***Promote Economic Activity***

- *Add Development Capacity for up to 83,000 New Jobs*
- *Increase Flexibility & Allow Variety of Building Types*
- *Concentrate Development along LRT Line and near Airport*



Existing North First Street Environment

■ ***Promote Livability***

- *Integrate Retail Uses*
- *Provide Housing within Proximity of Jobs*

■ ***Promote Long-term Vitality***

- *Build Transportation Improvements Financed by Development*
- *Promote Pedestrian Activity and Transit Use*



Future North First Street Environment

Contextual Issues

- ***2030 Projected Population and Economic Growth (ABAG)***
 - *355,000 New CSJ Residents; 520,000 New Residents in County*
 - *240,000 New CSJ Jobs; 440,000 New Jobs in County*
- ***“Smart Growth” Planning***
 - *Growth in County Results in Comparable Traffic Levels Citywide*
 - *“No Project” Alternative Generates Through-Trips vs. Trips with Endpoint within San Jose*
 - *Project Focuses Growth in an Area with Existing Infrastructure, Including Transit*
 - *Growth in NSJ Results in Benefits for the City*
 - *Quality of Life – Elements beyond LOS*
- ***Economic/Fiscal Impacts***
 - *Remove Constraints upon Companies Seeking to Expand in NSJ*
 - *Benefit from Economic Growth*
 - *Jobs/Housing Balance (Benefit/Cost of Adding Housing)*

Contextual Issues

■ Association of Bay Area Governments (ABAG) Projections

- *Regional Forecasting Statistical Model*
- *Based upon US Census, California Employment (EDD), California Tax Franchise Board and Other Data Sources*

ABAG Projections (Year)	Projected		Actual		Accuracy	
	1990	2000	1990	2000	1990	2000
<i>Jobs (1990)</i>	<i>300,020</i>	<i>400,660</i>	<i>329,090</i>	<i>432,480</i>	<i>-9.7%</i>	<i>-7.9%</i>
<i>Residents (1990)</i>	<i>423,400</i>	<i>487,900</i>	<i>426,816</i>	<i>470,027</i>	<i>-0.8%</i>	<i>3.7%</i>
<i>Jobs (2000)</i>		<i>410,990</i>		<i>432,480</i>		<i>-5.2%</i>
<i>Residents (2000)</i>		<i>493,600</i>		<i>470,027</i>		<i>4.8%</i>

Industrial Development



■ ***New Development Capacity***

- *Add 20 Million Square Feet of Industrial Office Development Capacity*
- *Add 1.7 Million Square Feet of Commercial/Retail Space*
- *Allow Flexible Allocation*

■ ***Environmental Clearance***

- *Program Environmental Impact Report (EIR)*
- *Clearance for 26.7 Million Square Feet of New Industrial Office Space*

■ ***Create Premier Silicon Valley Corporate Center***

- *Concentrate 16 Million Square Feet within Core Area*

Industrial Development



Existing North First Street Environment



Future Core Area Environment

■ **Core Area**

- ***Average 1.2 FAR***
- ***Building Heights up to 250 Feet***
- ***Refined “Grid” Street System***
- ***Pedestrian and Transit Amenities***
- ***Corporate Headquarters and Landmark Buildings***
- ***Mixed-Use (Retail, Residential, Hotel)***

Industrial Development

■ ***Transportation Demand Management Measures***

- *Site Design*
- *Building Amenities*
- *Employer Programs*

■ ***Design Criteria***

- *Transit-Oriented*
- *Pedestrian Amenities*
- *Mixed-Use*
- *Green Building*
- *Grid Streets*

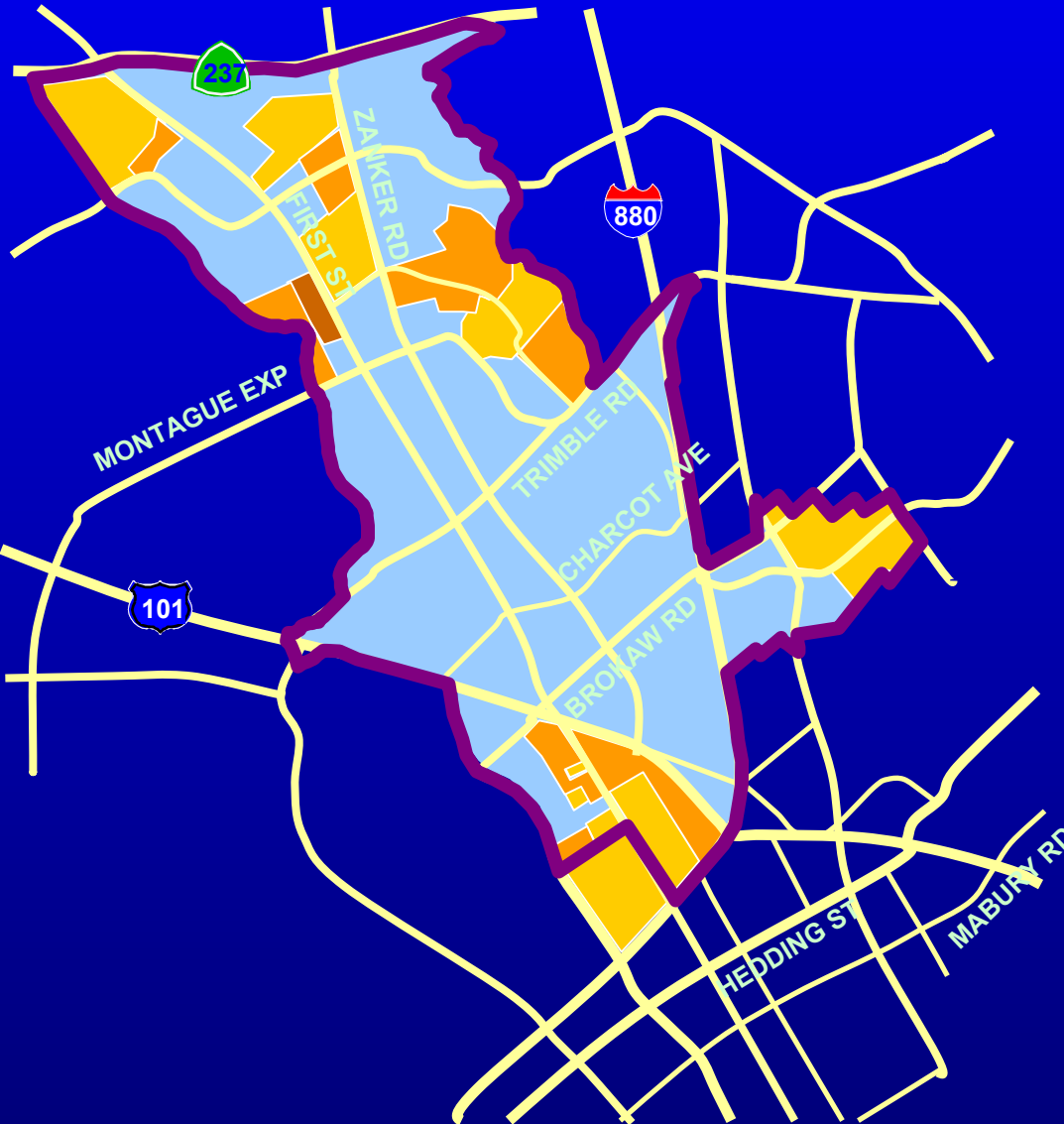


Existing Industrial Environment



Future Office Park Environment

Residential Development



■ ***Existing Residential Areas***

- 8,000 Units

■ ***New Residential Overlay Areas***

- 360-Acre Area for Potential Residential and Supporting Uses
- Conversion of up to 285 Acres for Residential Use
- Minimum Net Density of 55 DU/AC for 200 Acres
- Minimum Net Density of 90 DU/AC for 85 Acres
- Consistent with City's Fiscal Land Use Analysis

■ ***Potential Expansion***

- 40 Acres

Residential Development



■ ***Industrial Core Area***

- *Opportunity for Industrial/Residential Mixed-Use Development.*

■ ***New Parkland Overlay***

- *Consistency with PDO/PIO*
- *7 New Park Sites*
- *5-acre Neighborhood Parks*
- *Combined School/Park Opportunities*
- *Accessibility*

Residential Development

■ ***Conversion Criteria***

- *Phasing*
- *Compatible with Industrial Land Uses*
- *Ability to Provide Services & Amenities*
- *Site Design*



■ ***Conversion Priority***

- *Facilitate Industrial Development*
- *Provide Parklands or School Site*
- *Adjacent to Existing Residential Use*
- *Mixed-Use (Commercial)*
- *Higher Density*



■ ***Residential Amenities***

- *New Parklands Consistent with the City's Parkland Dedication Ordinance*
- *Incorporate Retail Space*
- *Pedestrian Facilities*
- *Design Consistent with City's Residential Design Guidelines*



Transportation Improvements



■ Major Roadway Improvements

- 1 Widen Montague
- 2 Widen Zanker
- 3 101 Trimble
- 4 Montague – Trimble Flyover
- 5 880 / Charcot Overpass
- 6 101 / Zanker – Skyport Overpass
- 7 101 / Mabury Interchange
- 8 First Street / 237
- 9 McCarthy / Montague
- 10 Oakland / 101

■ Other Improvements

- Transit/Bicycle/Pedestrian Facility Improvements
- Downtown Couplet Conversions
- Grid System
- 15 NSJ Intersections
- 9 CSJ Intersections

Transportation Funding

- ***\$519 Million in Transportation Improvements***
- ***Funding Vital Improvements to Allow FAR Increase***
 - *City Contribution = \$30 Million*
 - *Prospective State & Other Funding = \$29 Million*
 - *Development Contribution = \$460 Million*
 - *Fair-share Funding Mechanism Based upon Trip Generation*
 - *Distributed over 49,325 Total Trips = \$9,326 per Trip*
- ***Industrial Development (26.7 Million Square Feet):***

Proposed Fee = \$10.44 per Square Foot
- ***Residential Development (32,000 Units):***

Proposed Fee (Single-Family) = \$6,994 per Unit

Proposed Fee (Multi-Family) = \$5,596 per Unit
- ***Supporting Commercial Uses (1.7 Million Square Feet)***

No Fee

Development Phasing / Implementation

■ ***Phase 1***

- *Up to 7 Million sq. ft. of Industrial*
- *Up to 8,000 Residential Units*

- *US 101 / Trimble*
- *Montague Widening*
- *First Street / Montague*
- *First Street / Charcot*
- *First Street / Metro*
- *First Street / Trimble*

- *Montague / Trimble*
- *Old Oakland / Montague*
- *Trade Zone / Montague*
- *Brokaw / Bering*
- *Transit/Bicycle/Pedestrian*

■ ***Phase 2***

- *7 to 14 Million sq. ft. of Industrial*
- *8,000 to 16,000 Residential Units*

- *Charcot Overcrossing*
- *Zanker Widening*
- *Zanker / Montague*

- *Zanker / Trimble*
- *Zanker / Brokaw*
- *Transit/Bicycle/Pedestrian*

■ ***Phase 3***

- *14 to 21 Million sq. ft. of Industrial*
- *12,000 to 24,000 Residential Units*

- *First Street / 237*
- *Zanker / Tasman*
- *Zanker / Charcot*

- *Junction / Charcot*
- *McCarthy / Montague*
- *Transit/Bicycle/Pedestrian*

■ ***Phase 4***

- *21 to 26.7 Million sq. ft. of Industrial*
- *16,000 to 32,000 Residential Units*

- *Zanker / Skyport Connection*
- *Mabury Interchange*

- *Transit/Bicycle/Pedestrian*

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Proposed Development Example

Light Rail Corridor - Before



Proposed Development Example

Light Rail Corridor - After



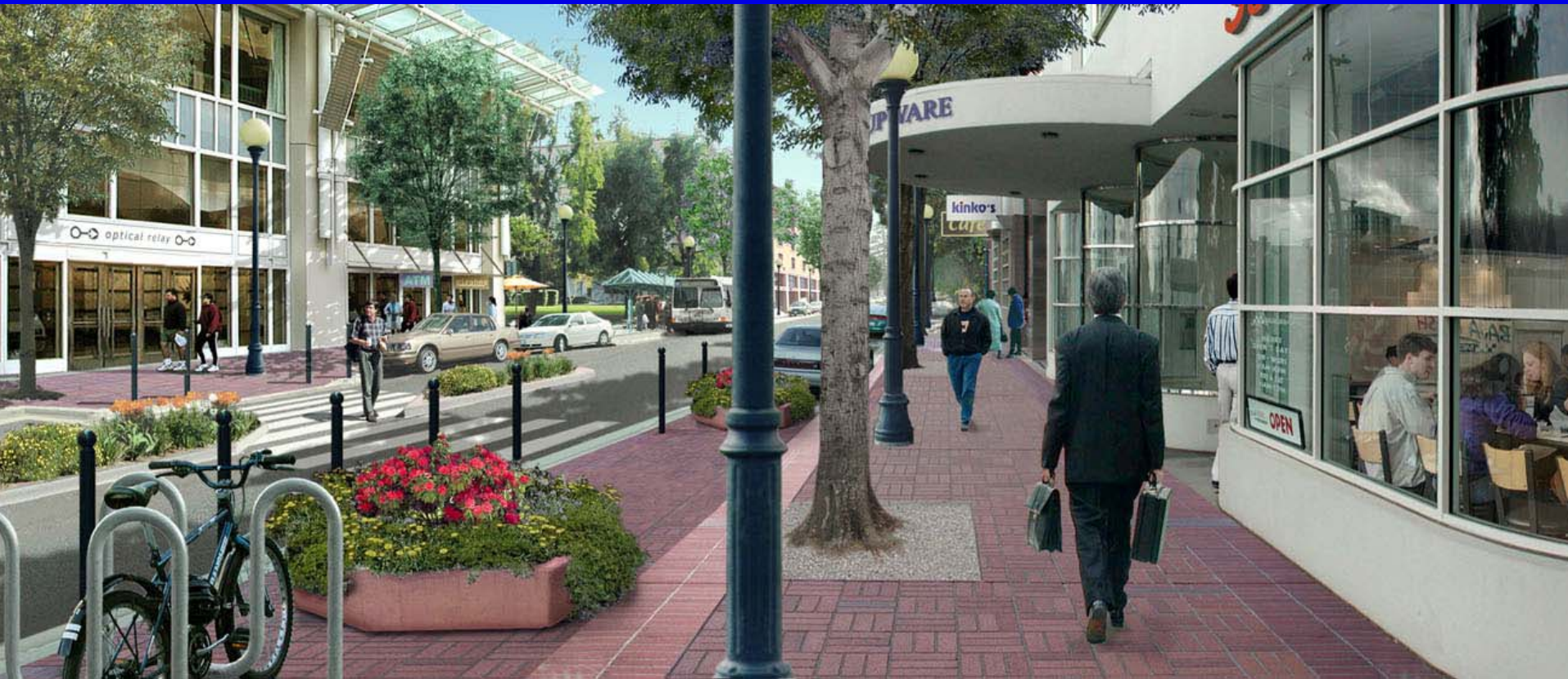
Proposed Development Example

Office Park - Before



Proposed Development Example

Office Park - After



Proposed Development Example

Light Rail Corridor - Before



Proposed Development Example

Light Rail Corridor - After



Public Outreach

Date	Event/Organization
Various	Other agency briefings (VTA, Caltrans, other cities)
Various	North San Jose Property Owners
10/06/04 10/07/04 02/16/05	General Plan Community Meeting
10/27/04 12/08/04 01/26/05	SNI Project Area Committee
11/01/04	San Jose Mercury News Editorial Board
11/15/04 01/10/05	Berryessa Community Action Council
11/16/04 11/29/04	San Jose Business Journal Briefing
11/19/04	Developer Roundtable (Planning)
11/30/04	Council District 6 Community Meeting
11/30/04	NSJ EIR Scoping Meeting
12/02/04	Citywide Public Meeting (City Hall)
12/08/04	Downtown Association
12/02/04	Developer Stakeholders (Public Works)

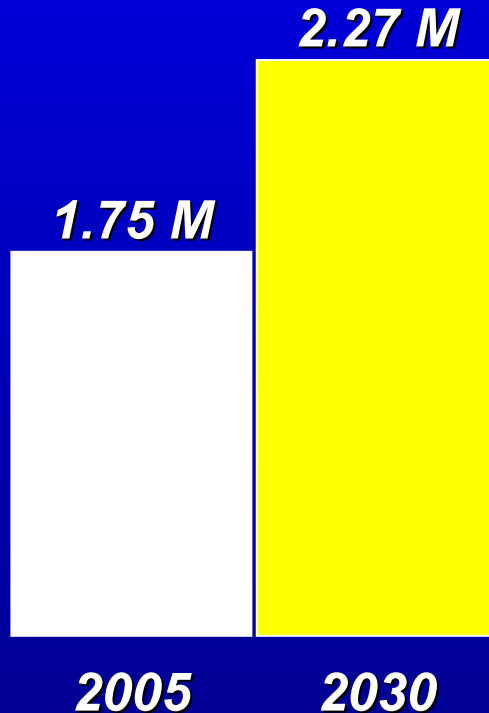
Public Outreach

Date	Event/Organization
01/04/05	Silicon Valley Manufacturing Group – Transportation Committee
01/05/05	Home Builders Association
01/07/05	Tri-County Apartment Association
01/10/05	Silicon Valley Manufacturing Group – Land Use and Housing Committee
01/11/05	Sierra Club – Land Use Committee
01/14/05	Chamber of Commerce
01/14/05	Housing Action Coalition
02/07/05	Building Better Transportation Committee
02/07/05	Consulting Engineers and Land Surveyors of California
02/09/05	Building Trades Council Board
02/10/05	Housing Advisory Commission
02/14/05	City Council Study Session
02/22/05	NSJ Major Property Owners
02/24/05	NAIOP
04/21/05	BCAC

Growth Projections

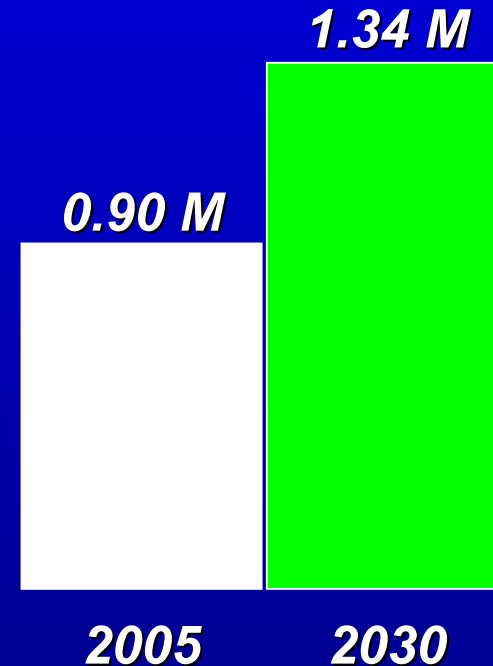
(Santa Clara County)

Population



***520,000 more residents
(355,000 of those in San José)***

Jobs



***440,000 more jobs
(240,000 of those in San José)***

Purpose of the Update

Goals:

- ***Establish Proactive Planning Framework for New Jobs and Residents***
- ***Provide 30-year Capacity***
- ***Protect Scale and Walkability of Retail Districts and Transit Corridors***
- ***Preserve “Vital Cycle” between San Jose’s economic competitiveness, fiscal viability and quality of life***

Benefits:

- ***Competitive Local Economy***
- ***Diversity of Housing Types***
- ***Stronger Neighborhoods***
- ***Fiscal Stability for City Government***
- ***Social and Environmental***
- ***Timely and Certain Development***

Employment & Land Use

■ ***Economic Land Use Goals***

- *Improve Jobs-Housing Balance*
- *Provide for a variety of employment opportunities*

■ ***Employment Areas***

- *North San Jose (4,800 acres)*
- *Downtown Core (457 acres)*
- *Julian Stockton (330 acres)*
- *Monterey Corridor (492 acres)*
- *Evergreen (358 acres)*
- *Edenvale (2,312 acres)*
- *Coyote Valley (1,440 acres)*

■ ***Industrial Conversions***

- *11,000 acres of remaining industrial land*
- *189 acres converted 2000 – 04/2004*
- *Conversion Framework Policy approved 04/06/2004*
- *160 acres converted since 04/2004*
- *960 acres currently pending conversion/modification (including NSJ)*

